

Abstract

Title: Marketing innovation of Squash Sport

Objectives: The aim of this thesis is to compare the current situation of two sports facilities, which were established at the same time and based on a similar concept. The objective is to propose measures to improve the situation of the less successful sports facility.

Methods: In this thesis was used comparative analysis based on previous observation.

Results: The results are presented in tables. The overall comparison revealed the main differences between compared facilities. These findings were used for the less prosperous facility improvement suggestions as follows.

Keywords: sports facilities, marketing mix, comparative analysis